



CONCEPT DESIGN

THE MIDTOWN BLOCKS

PDC
PLANNING
DESIGN
CONSULTING

May 18, 1999

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INTRODUCTION

A plan that is a vision for the future, which establishes the Central City as the center of commerce and cultural activities in the community, recognizes the unique environmental setting and historic precedence of the area, incorporates the residential and business characteristics of individual districts within the area, preserves the integrity of adjacent neighborhoods, and improves the livability of the area for all citizens.

Central City Plan, March 24, 1988

The first phase of the Midtown Blocks project is one small contribution to the Mission of the Central City. The “Urban Garden Blocks” on Park and 9th Avenues between Morrison and Washington provide an active retail and dining destination in the heart of downtown. These blocks will be easily recognized by their ornamental containers with low level colorful plantings of annuals, perennials, small shrubs, and ornamental trees. This concept has been extended south from Morrison to Salmon, to capture the energy from the new Fox Tower and Paramount Hotel.

Project implementation will occur in two phases, beginning early summer, 1999. Building improvements, street lights, street trees and planted containers will comprise the first phase. A later phase will include street lights on additional blocks and curb extensions at designated mid-block and corner locations.

In April 1999 the Portland Development Commission designated funds for implementation of the first phase of improvement projects on Park and 9th Avenues between Salmon and Burnside. Single Ornamental streetlights will be installed at three fixtures per block face from SW Morrison to Burnside. Street trees and planted concrete containers will be installed from Salmon to Washington on Park and 9th as shown on the attached drawings. Hanging baskets will be installed at two per light pole in conjunction with the street light phasing. The second phase of street lighting should occur within the next two years between Morrison and Salmon on Park and 9th Avenues.

PROJECT PACKAGE

1. Capitol Improvements

A. Street Lights

Single Ornamental streetlights (3 per block face)

Installation by PDC/PDOT

B. Street Trees

Zelkova or Ash

Installation by PDC

C. Planted Containers and Installation

Cast Stone: Round and Rectangular

Installation by PDC

D. Hanging Baskets on Single Ornamental Light Poles

Installation by PDC

2. Maintenance

A. Private Contribution

Maintenance – Flower change out, pruning and watering

3. Opportunities

A. Public/Private Funding Opportunities for Eligible Properties

Store Front Improvement Matching Grants - PDC

Building Lighting Matching Grants - PDC

B. Additional Private Improvement Opportunities

Additional planters

Façade Improvements

Awnings

Building lighting

Signage

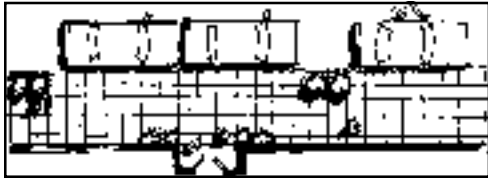
4. Future Street Improvements

A. Corner Curb Extensions

B. Mid Block Curb Extensions

C. Street Improvement & Furnishings: sidewalks, intersections, street paving, bike racks

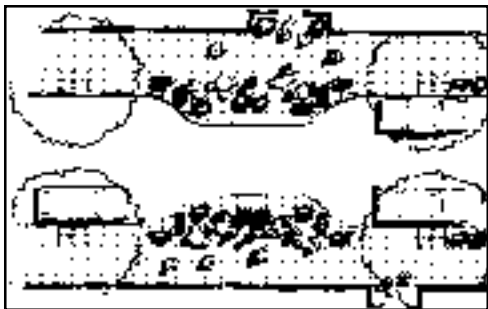
URBAN GARDEN BLOCKS DESIGN GUIDELINES



Typical building entrance with planted containers flanking both sides of the entry.



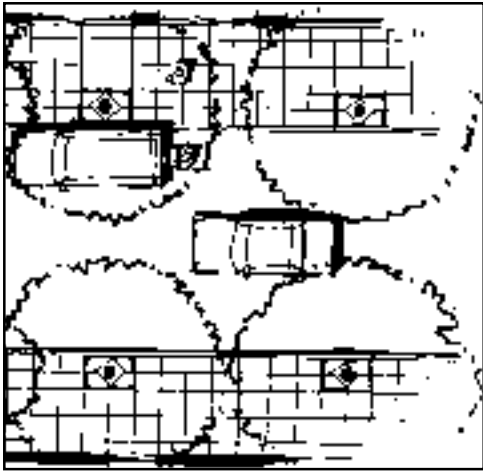
Planted containers flanking a building entrance with tall foundation evergreen shrubs, annuals and perennials.



Typical mid-block sidewalk extension with a single ornamental street light, hanging baskets and planted containers that define a dining space.



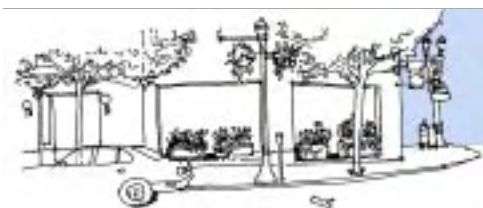
Rectangular containers that help define a dining space.



Typical street tree planting. Four trees per intersection are planned, however, in some cases only two or three trees may be installed because of underground conflicts.



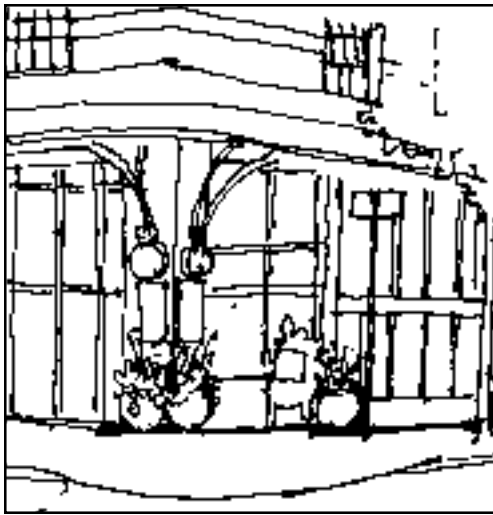
Patmore Ash or Zelkova will grow more narrow and tall in 9th and Park because of the narrow street, shady conditions and limited planting area.



The Coffee People window boxes can be replaced with the concrete rectangular planted containers.



Planted containers in the furnishing zone with either rectangular containers or sidewalk cut outs for trellis plantings.



Planted containers flanking a corner building entrance and column.



Planted containers flanking a corner building entrance.



Planted containers framing a building corner reinforces continuity from block to block. Foundation plantings, in-ground or in containers, enliven blank walls.



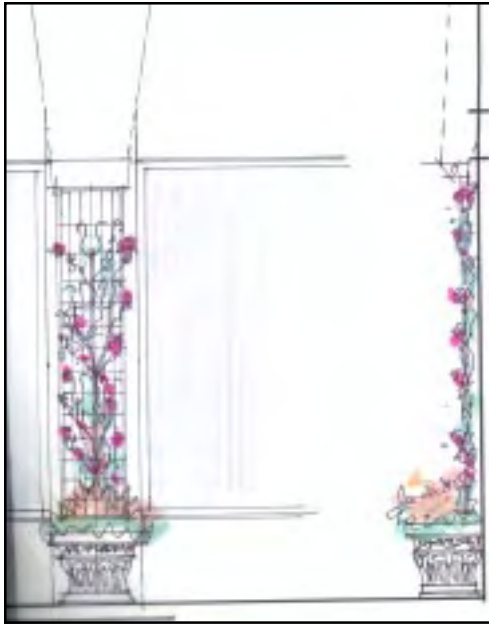
Hanging baskets on ornamental light poles add color, continuity and help frame views of architectural features. Planted containers at the base of the light poles help define the mid-block sidewalk extensions.



Hanging baskets on ornamental light poles would be mounted parallel with the curbline. Black painted brackets for hanging would complement the ornamental poles.



Hanging baskets on ornamental light poles would be installed in May and removed in October. Maintenance would be weekly to preserve the vibrance and health of the plantings.



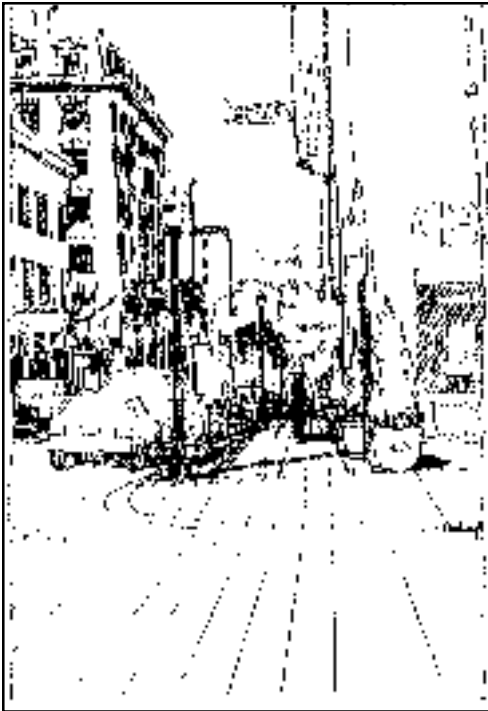
Trellises add another dimension to the Garden Blocks by providing vertical color and texture on pilasters and blank wall sections. They can also support building lights.



Trellises would help soften the base of parking structures and other buildings that lack active ground floor uses. The plantings could be in rectangular planters or in sidewalk cut-outs. Virginia Creeper or Boston Ivy planted in the ground would cover the entire facade of Morrison Park West.

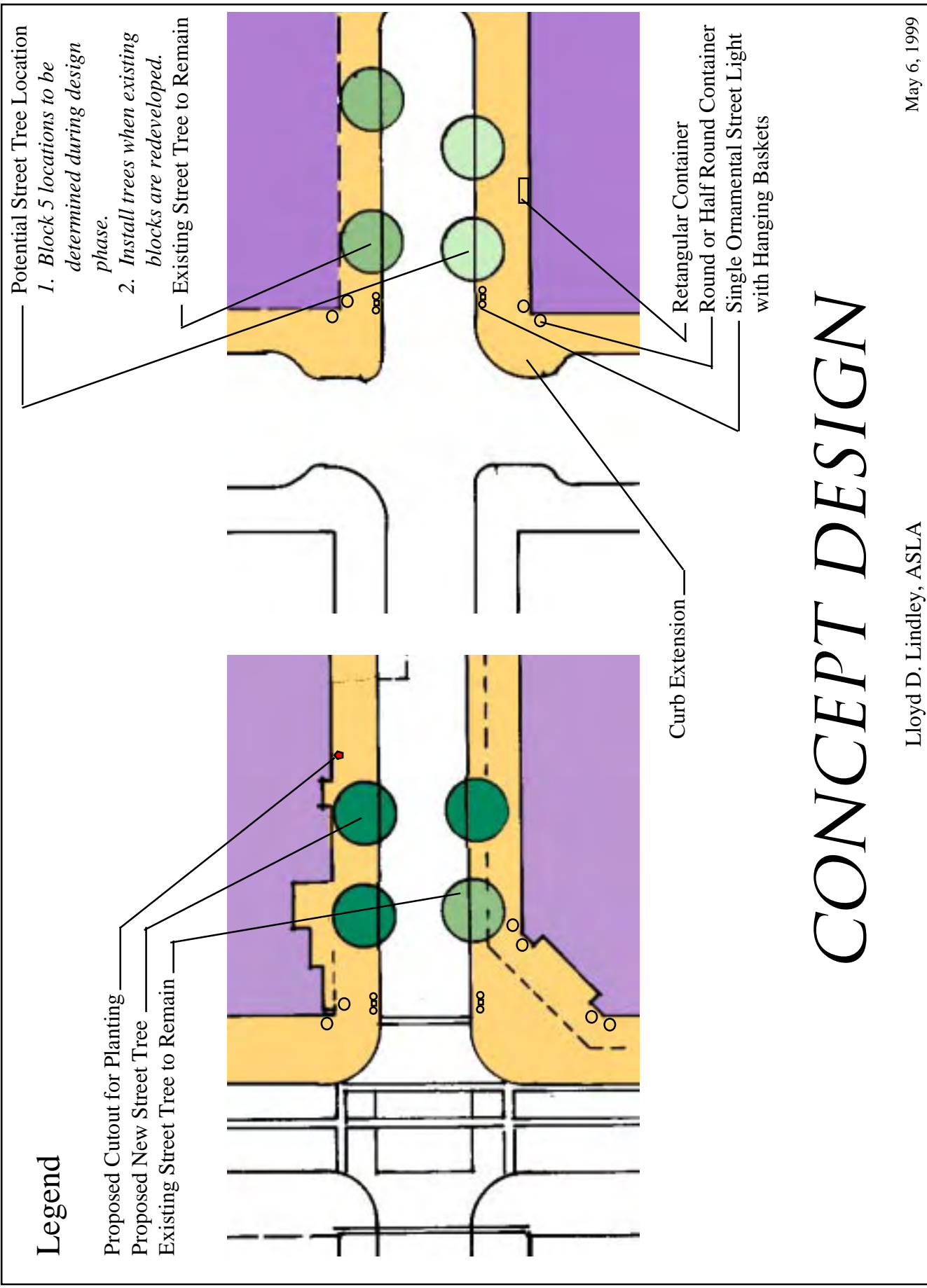


Trellises would soften the blank building lines at Carl Greves and the Eaton Hotel.



Awnings should emphasize building entrances and corners. Bracketed signage, flags and banners should also complement the architecture of Park and 9th Avenues. Encourage special bike racks that relate to the retail and commercial character and function of the street. Bike racks should be located at street corners between the streetlight pole and first street tree.



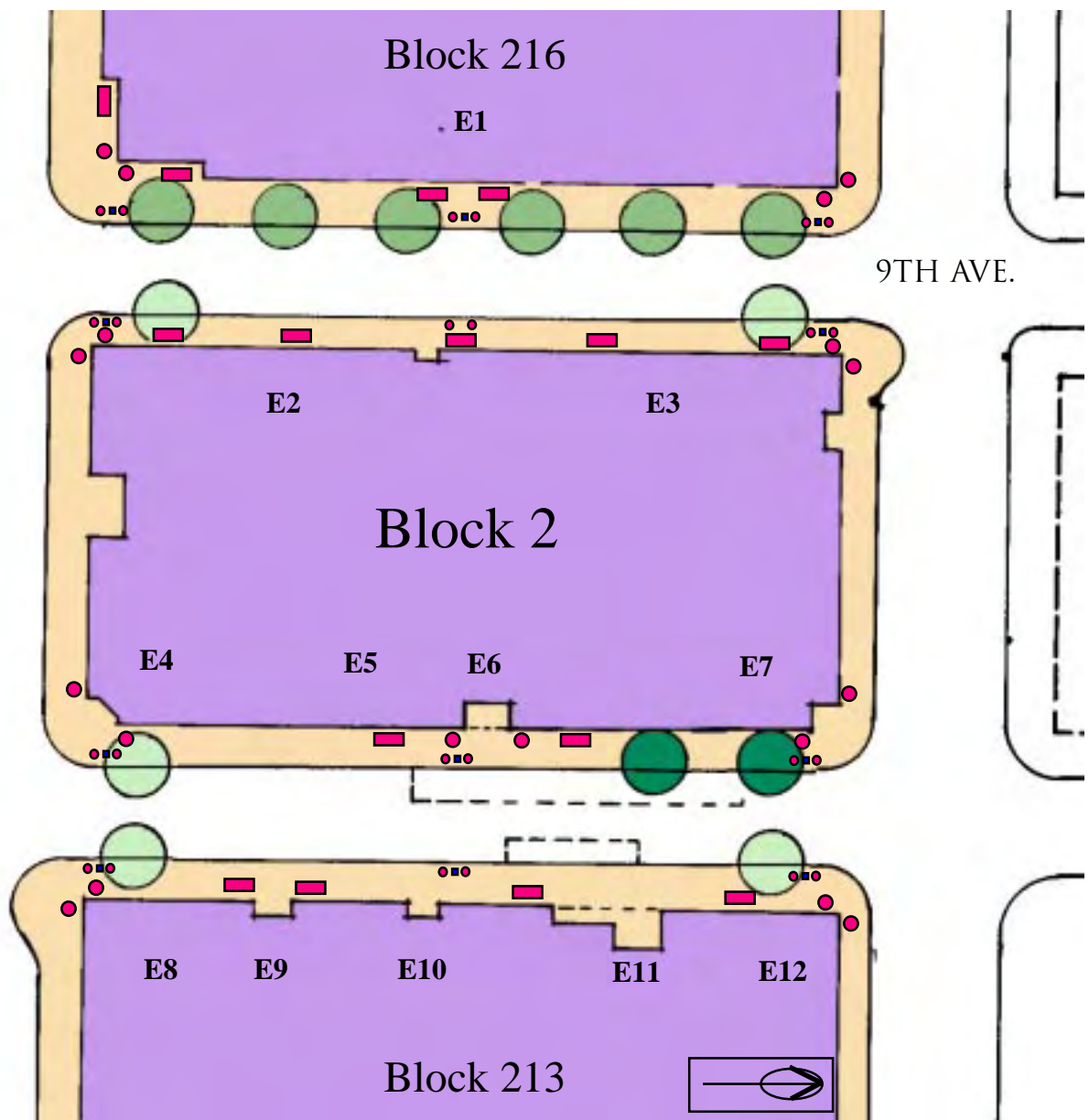


CONCEPT DESIGN

Lloyd D. Lindley, ASLA

May 6, 1999

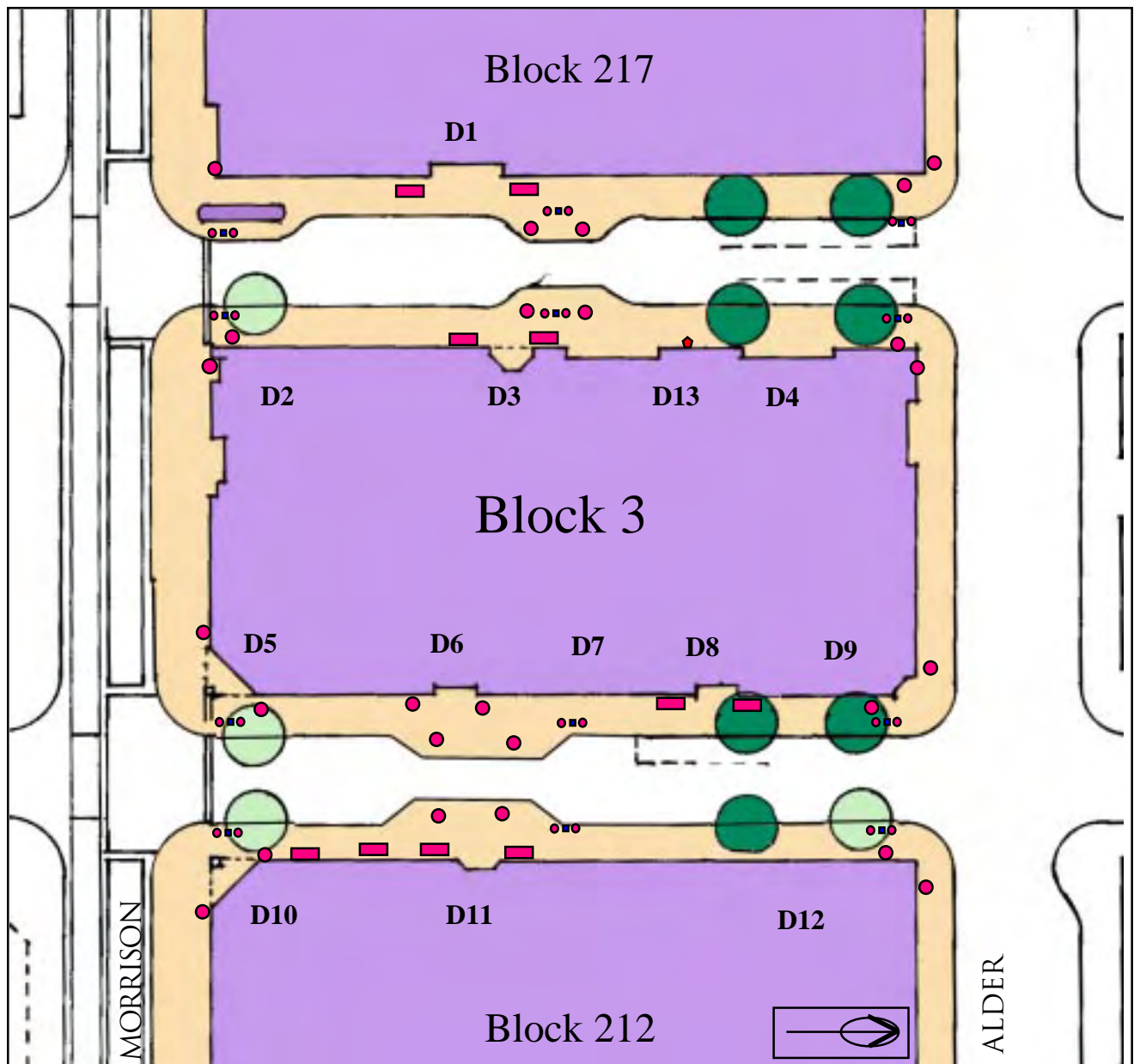
THE MIDTOWN BLOCKS



E1	Parking Lot	E7	Atiyeh Bros.
E2	Vacant	E8	Broadway Bagels
E3	Class Academy	E9	550 SW Park
E4	Johnny Sole	E10	Europa
E5	Vacant	E11	Hunan Restaurant
E6	Washington Bldg.	E12	Hong Kong Tailor

THE MIDTOWN BLOCKS URBAN GARDEN

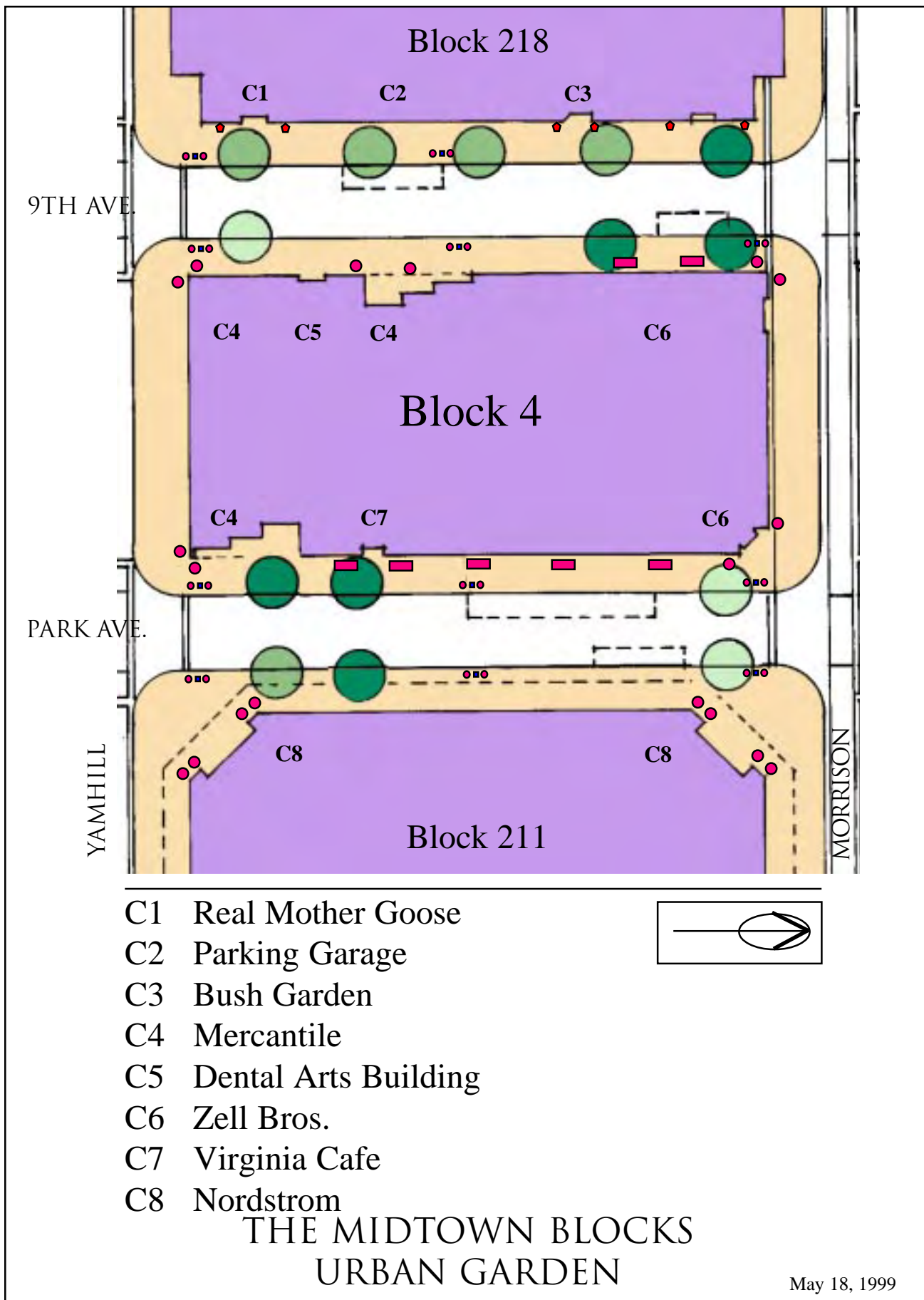
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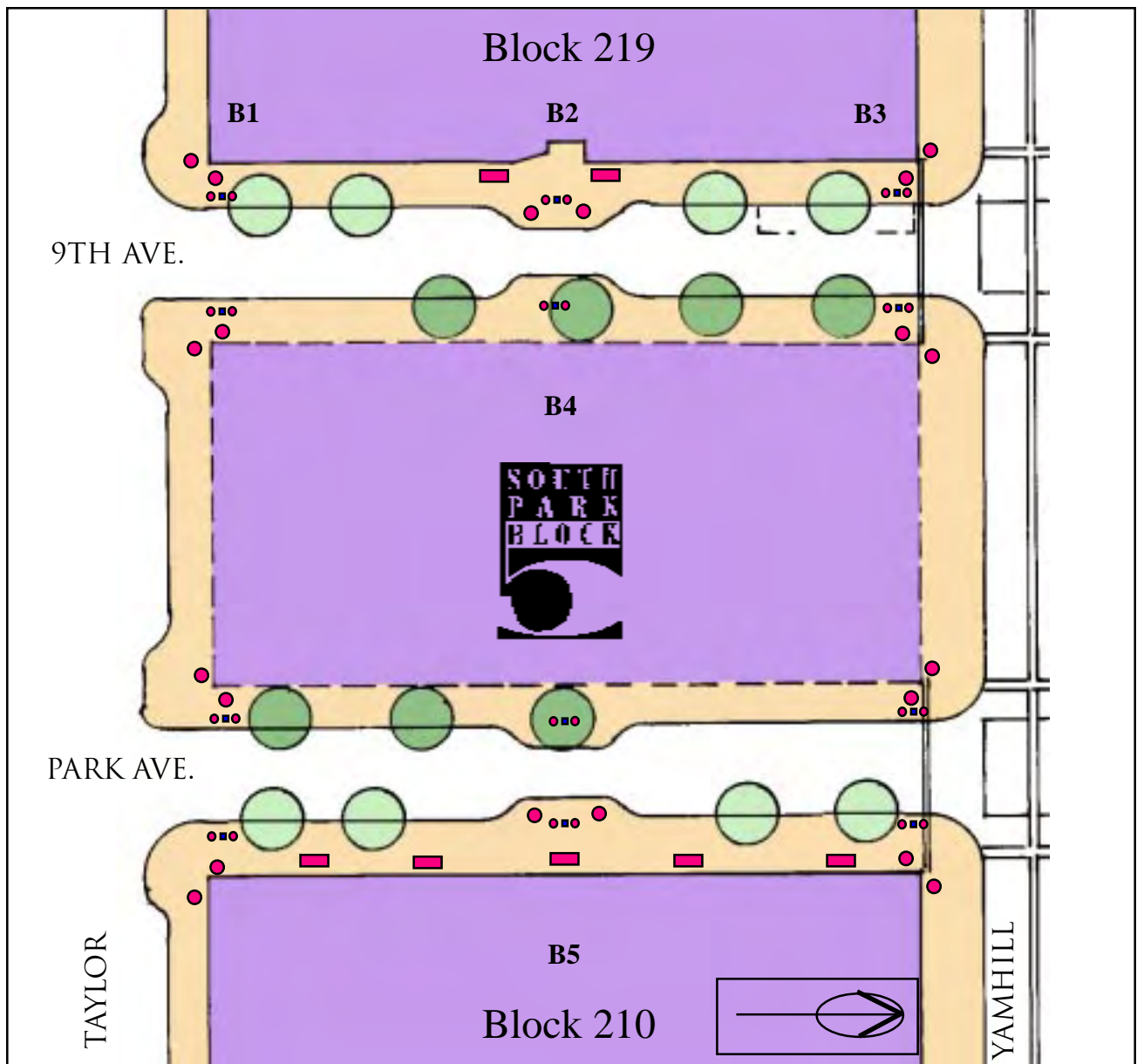


D1	Galleria	D7	Gourmet Grocery
D2	Mario's	D8	Moda
D3	Eaton Hotel/ Rice Junkies	D9	Reynolds Optical
D4	Rich's Cigar Store	D10	Carl Greve
D5	Binyons Optical	D11	Brasserie Montmartre
D6	Morrison Park Apts.	D12	Westin Hotel
		D13	Vacant

THE MIDTOWN BLOCKS URBAN GARDEN

October 1, 1999

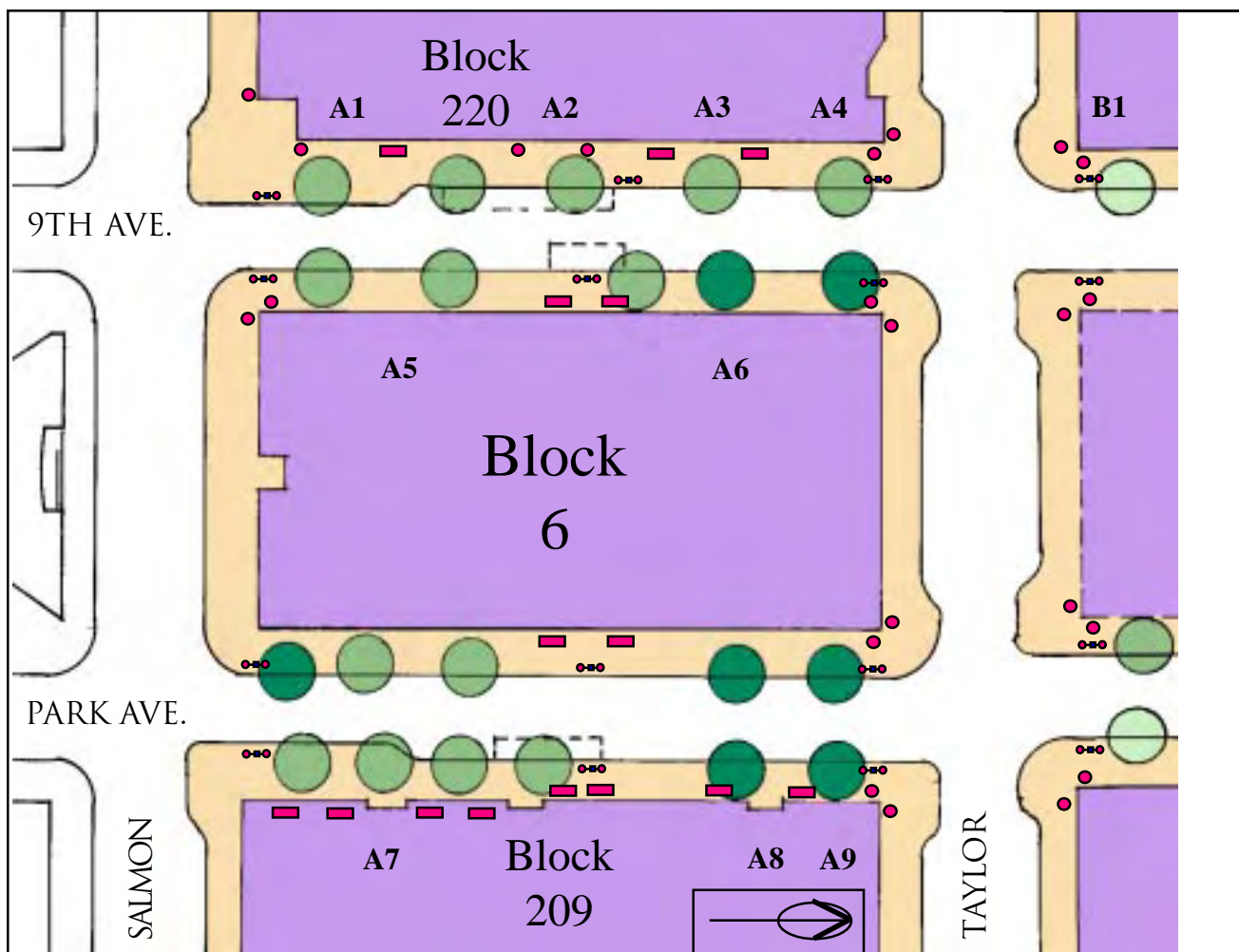




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- B1 Prestige Jewelry Consultant
 - B2 Guild Theatre
 - B3 Art Media
 - B4 Block 5 Project
 - B5 Fox Tower

THE MIDTOWN BLOCKS URBAN GARDEN

May 18, 1999



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- A1 South Park
 - A2 Michael Allen's
 - A3 Taylor Guitar
 - A4 Art Ala Carte
 - A5 Arlington Club
 - A6 Paramount Hotel
 - A7 Coffee People
 - A8 Admiral Apartments

THE MIDTOWN BLOCKS URBAN GARDEN

May 18, 1999